
Program Description/Textbook or Print Instructional Material

Vendor:	Glencoe/McGraw-Hill	Web Address:	http://www.glencoe.com
Title:	MARKETING ESSENTIALS		
Author:	Farese, et al	Copyright:	2002
ISBN:	0026441918	Course/Content Area:	MARKETING
Intended Grade or Level:	9-12	Readability Level:	10.0 Dale Chall
List Price:	N/A	Lowest Wholesale Price:	49.50

Level of Accommodations (Level One, Two or Three) Level Three

If Level Two or Three, please provide rationale for not meeting Level One Compliance: Providing a higher level of accessibility compliance is too costly for the size of the student enrollment in this curriculum area.

FEATURES*

***DISCLAIMER:** The features of each book or program were developed by the publisher and do not reflect the opinion of the State Textbook/Instructional Materials Review Team, State Textbook Commission, or the Kentucky Department of Education.

Content

Marketing Essentials is correlated to the National Marketing Standards. It also follows the marketing education curriculum of covering both the foundations and the functions of marketing. No other marketing text gives students as many competitive event preparation activities and resources. Through a partnership with DECA, Marketing Essentials is able to be a primary source for competitive event preparation. The DECA Connection Role Plays at the end of each chapter help students prepare for competitive events. The Teachers Wraparound Edition also features The Advisor's Corner to aid teachers in helping students prepare for competitive events.

Student Experiences

Students will learn the foundations and functions of marketing, reinforced by real-world features (case studies, careers, diversity), as they progress through the text. They will also have the opportunity to prepare for their DECA competitive events through the DECA Connection feature at the end of each chapter, and through the ZAZZ Labs, a sports and entertainment marketing simulation that runs throughout the text (each unit).

Assessment

Assessment occurs at the section, chapter and unit levels. There are role plays, application questions, critical thinking activities and integrating academic skills, among others. There is also an Assessment Package which includes the ExamView pro test maker and reproducible chapter tests. The Teacher's Wraparound Edition provides suggestions for assessment and alternative assessment strategies.

Organization

The text is organized into 12 units, with 38 total chapters. The chapters are broken down into sections, providing reinforcement and assessment on a frequent, regular basis.

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Resource Materials

- **Gratis Items To Be Provided And Under What Conditions**

Free, 1 Per Teacher: Teacher's Classroom Resources, Interactive Lesson Planner CD-ROM, PowerPoint® Presentation, Assessment, Marketing Research Project Student Workbook

- **Available Ancillary Materials**

All Items Listed Above as Gratis Items

RESEARCH DATA/EVIDENCE OF EFFECTIVENESS**

****DISCLAIMER:** The Research Data/Evidence of Effectiveness was provided by the publisher and do not reflect the opinion of the State Textbook/Instructional Materials Review Team, State Textbook Commission, or the Kentucky Department of Education.

Research Data

This program is a result of solid, ongoing research, teacher feedback and detailed editorial development. In preparation Glencoe used the following strategies, among others, to ensure accuracy and relevance for your students:

- A thorough analysis of the old program, new design and competitive texts.
- Extensive manuscript reviews by teachers in the field.
- Careful fact checking and research of content for technical accuracy.
- Correlations to relevant national standards.

Surveys of teachers to determine content and classroom needs



Group V - Career/Technical Vocational/Practical Living Education Instructional Materials Evaluation Tool Marketing



Title: MARKETING ESSENTIALS			
Publisher: Glencoe			
Item Evaluated: Textbook and Supplemental materials			
Copyright Date: 2002		Evaluator: Jayne Harris	
Content Level: 9-12		Date of Evaluation July 28, 2003	
Level of Alternative Format	Level 1 – Full Compliance	Level 2 – Provisional Compliance	Level 3 – Marginal Compliance
This section completed by Exceptional Children Services			

Overall Strengths and/or Weaknesses

Disclaimer: Comments on the strengths and/or weaknesses of each book, material or program were written by members of the State Textbook/Instructional Materials Review Team and reflect their opinions . They do not reflect the opinions of the State Textbook Commission nor the Kentucky Department of Education. In addition, the State Textbook/ Instructional Materials Review Team completed each evaluation form during the week of July 28-Aug. 1, 2003. In order to maintain the integrity of the of the review team's comments, editing was limited to spelling and punctuation.

Recommendations:
<input checked="" type="checkbox"/> Recommended by reviewers to State Textbook Commission
<input type="checkbox"/> Not recommended by reviewers to State Textbook Commission

Publisher's Explanation of Reviewer's Comments: By action of the State Textbook Commission, publishers are provided limited space, 150 words, to respond to what they may consider factual errors made by the reviewers in the evaluation.



Group V - Career/Technical Vocational/Practical Living Education Instructional Materials Evaluation Tool Marketing



Title: MARKETING ESSENTIALS		Publisher Glencoe
Technology Management Summary Data:	20 possible points	____12____ points earned
Technology Management Comments: Technology consisted of Teacher Lesson Planner and Power Point for each chapter. Does not allow for a student performance record. No sound was evident		
Technology Presentation/Interface Summary Data:	40 possible points	____39____ points earned
Technology Presentation/Interface Comments: Score reflects Power Point CD only. Unable to access Lesson Planner, but from printed guide appears to be well organized and easy to use. Web site reference is provided.		
Content Summary Data:	44 possible points	____44____ points earned
Content Comments: Very well aligned with National Standards. Teacher and student friendly. Text provides excellent opportunity to incorporate technology through web site and suggested links for the students.		
Instruction & Management Summary Data	52 possible points	____52____ points earned
Instruction & Management Comments: Strong ties to DECA events and preparation		
Organization & Structure Summary Data	36 possible points	____36____ points earned
Organization & Structure Comments: Very well aligned with National Standards.		
Resource Material Summary Data	40 possible points	____31____ points earned
Resource Material Comments: Due to 2002 Copyright some references are not up-to-date. On line resources available to overcome that shortfall. Did not find use of integration theme examples.		



Group V - Career /Technical & Vocational/Practical Living

Electronic Instructional Media Review Form

Stand Alone/Independent or Integrated Software for Business



Equipment (circle or change fill color)	Grade Level (circle or change fill color)	Audience (circle or change fill color)	Format (circle or change fill color)	Cost __\$49.50__	
Windows	Primary	Individual	Stand Alone/Independent	_____ single copy	_____ site license
Macintosh	Intermediate	Small Group	Integrated	_____ network version	_____ school version
CD-ROM	Middle	Large Group	Supplemental	_____ lab pack of _____ copies	_____ online
DVD	High		In lieu of basal test		
Sound					
Other					

If other, explain

Type of Software: Check all that apply	_____ Simulation	___x___ Management	_____ Interdisciplinary	_____ Problem Solving	_____ Tutorial
_____ Exploratory	_____ Creativity	_____ Drill and Practice	_____ Critical Thinking	___x___ Utility	_____ Other:

Rating Scale:	3—Some of the time	1—None of the time
4—All or the time	2—Minimally	0— Not applicable

Management	Rating
Allows customizing for individual learning needs.	4
Allows students to exit and resume at a later time.	4
Keeps a students performance record, where needed.	0
Allows control of various aspects of the software (e.g., turning sound off).	0
Allows for printed reports.	4
Comments:	Total 12

Presentation/Interface	Rating
Presents material in an organized manner.	4
Has consistent, easy-to-use, on-screen instructions.	4
Has developmentally correct presentation format.	4
Adapts to different learning environments (learning styles/multiple intelligences, etc.)	3
Accessible for special needs students.	4
Runs smoothly, without long delays.	4
Presents easy-to-view text and graphics.	4
Presents easy-to-hear and understand sounds.	4
Avoids unnecessary screens, sounds, and graphics.	4
Provides immediate, appropriate feedback.	4
Comments: Unable to access Lesson Planner at time of review. Score reflects Power Point CD	Total 39

Content—Marketing	Rating
Career Experiences	4
Employability Skills	4
Teamwork	4
Global Perspective	4
Mathematical Skills	4
Communication	4
Diversity	4
Ethical Practices	4
Academic Integration	4
Real World Application	4
Content Area Concepts Addressed	4
Comments: Very well aligned with National Standards. Teacher and student friendly	Total 44

Rating Scale:	2—Minimally
4—All or the time	1—None of the time
3—Some of the time	0— Not applicable

Instruction and Assessment	Rating
Identifies a Sense of Purpose	4
Builds on Student Ideals	4
Engages Students	4
Develops Marketing Ideas	4
Promotes Student Thinking	4
Assesses Student Progress	4
Enhances The Learning Environment	4
Reading level is appropriate for interest and ability level of intended student group; level remains consistent throughout.	4
Commonwealth Accountability Testing System (CATS) "like" Assessment is provided	4
Variety of Assessments (diagnostic, formative, summative, open response, multiple choice, individual, small group, oral, demonstrations, presentations, self and peer performance, portfolio prompts) is included.	4
Includes activities and opportunities for integration of technology.	4
Reflects researched-based practices (e.g. hands-on activities, technology, problem-solving situations)	4
Differentiation techniques and activities suggested.	4
Comments: Strong ties to DECA events.	Total 52

Rating Scale:	3 – Some potential for learning	1 - Not present
4 – High potential for learning	2 – Little potential for learning	0 – Not applicable

Organization and Structure	Rating
Organization is logical and allows for spiraling of content.	4
Vocabulary and key terms are clearly defined and easily accessible within each lesson.	4
Visual illustrations (e.g. graphs, charts, models) and examples are clearly presented and content-related.	4
Illustrations and language reflect diversity (e.g. racial, ethnic, cultural, age, gender, disabilities).	4
Legible type, length of lines, spacing, and page layout and width of margins contribute to overall appearance and use.	4
Student materials seem durable and conducive to daily use.	4
Includes sufficient glossary, index and appendices.	4
Employs accurate grammar and spelling	4
Organization of material can be effectively used with Standards Based Units, Core Content and Program of Studies.	4
Comments: Very well aligned with National Standards.	Total 36

Resource Materials	Rating
Teacher materials coordinate easily with student materials (e.g. additional resources included at point of need, student pages shown, integration of technology indicated)	4
Activities are included that adapt to the various learning styles, intelligences, and interest/ability levels.	4
Extension activities including adaptations and accommodations for students with special needs.	4
Resources provide objectives, background information, common student errors, hints, advice for lesson implementation and real-world connections, connections with career and/technology and references (e.g. solution manuals, study guides)	4
Suggestions are made for integration of themes and /or interdisciplinary instruction.	2
Integration opportunities suggested and examples given.	2
Teacher resources are available online.	4
Online resources available – Repeat of information in text.	0
Online resources available – Practice skills only.	3
Online resources available – New application materials.	4
Comments: Due to 2002 Copyright some references are not up-to-date	Total 31

Rating Scale:	2—Minimally
4—All or the time	1—None of the time
3—Some of the time	0— Not applicable